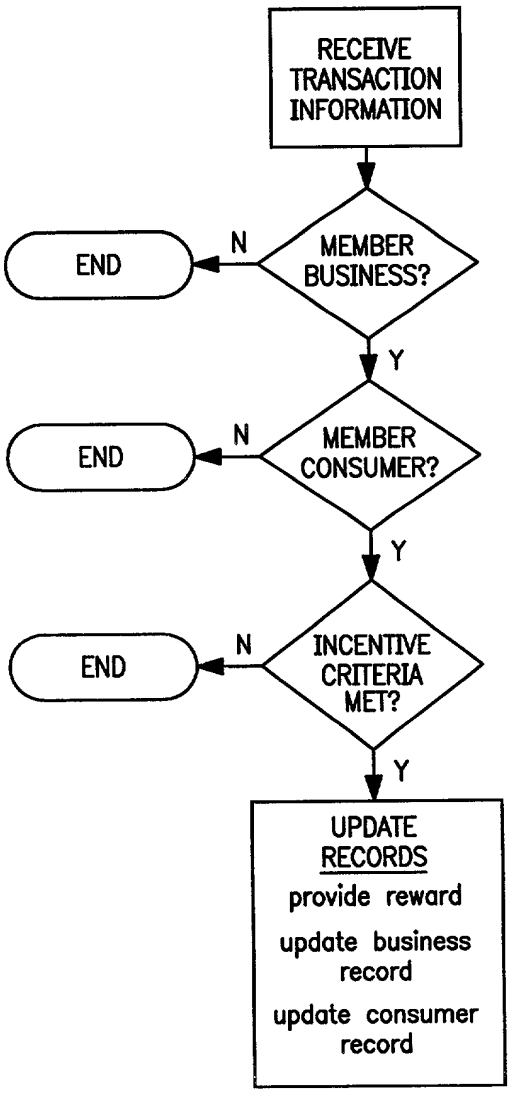

RECEIVE TRANSACTION INFORMATION
MEMBER BUSINESS?
N
END
Y
MEMBER CONSUMER?
N
END
Y
INCENTIVE CRITERIA MET?
N
END
Y
UPDATE RECORDS
provide reward
update business record
update consumer record

FIG. 1

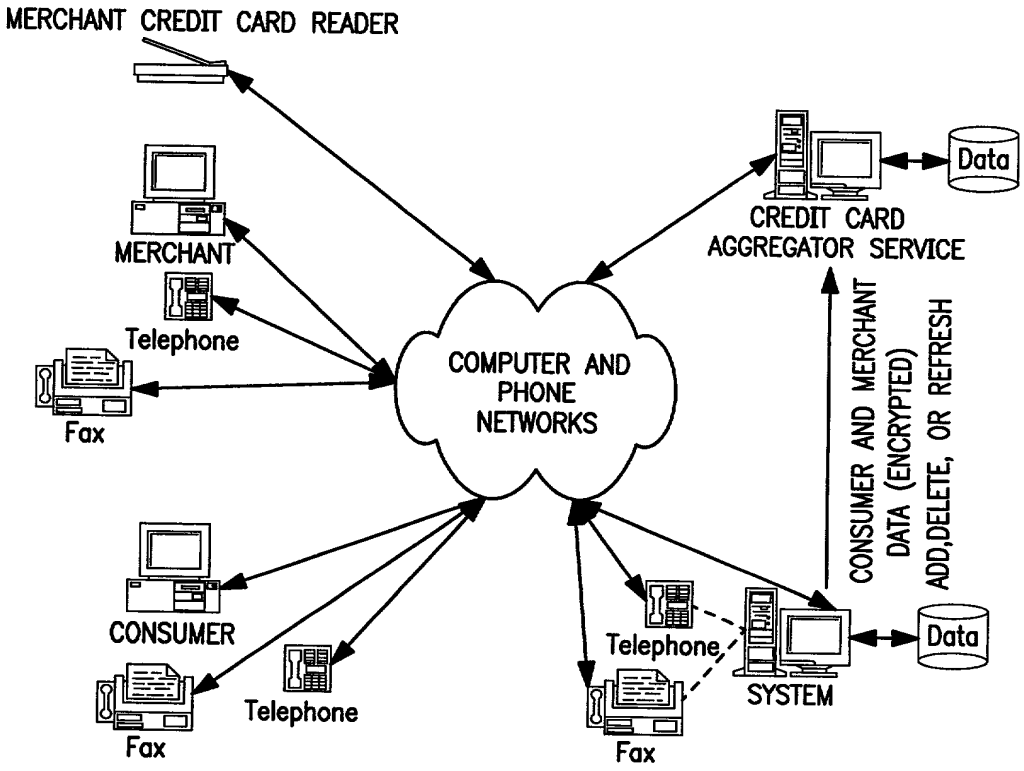

MERCHANT CREDIT CARD READER
MERCHANT
Telephone
Fax
COMPUTER AND PHONE NETWORKS
CREDIT CARD AGGREGATOR SERVICE
Data
CONSUMER AND MERCHANT DATA (ENCRYPTED) ADD,DELETE, OR REFRESH
CONSUMER
Telephone
Fax
Telephone
Fax
SYSTEM
Data

FIG. 2

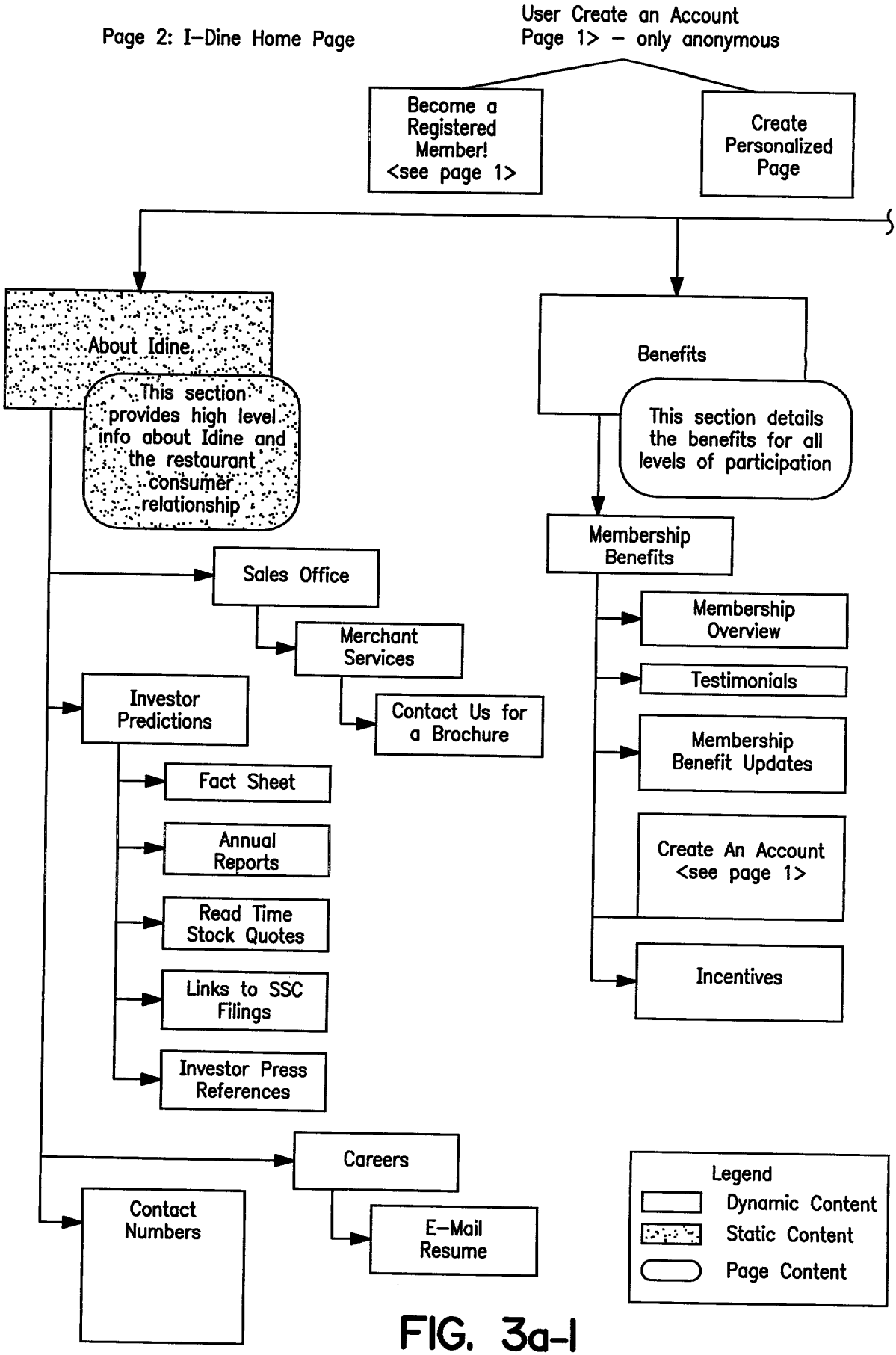
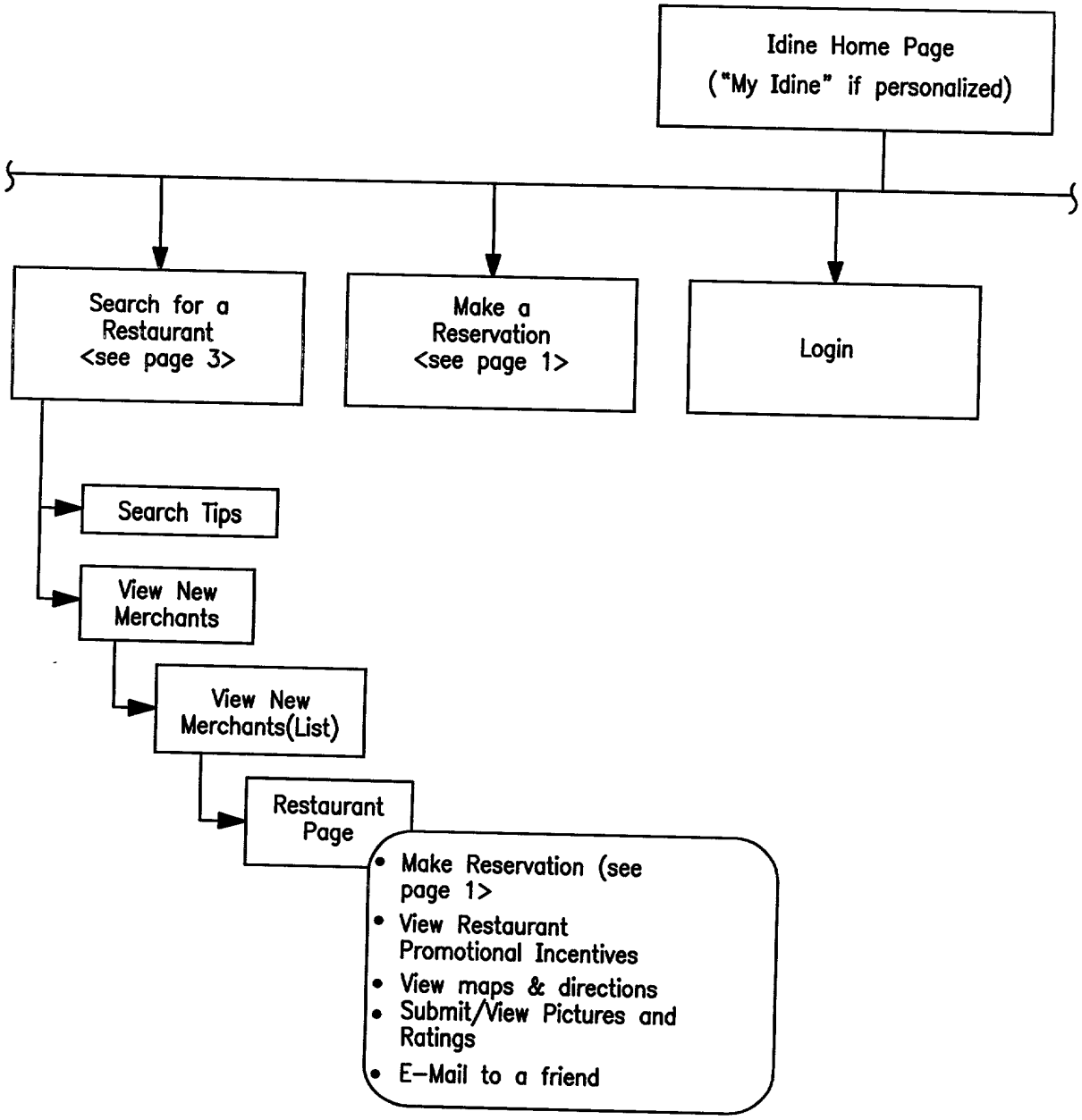

Page 2: I-Dine Home Page
User Create an Account
Page 1> – only anonymous
Become a Registered Member! <see page 1>
Create Personalized Page
About Idine
This section provides high level info about Idine and the restaurant consumer relationship
Benefits
This section details the benefits for all levels of participation
Membership Benefits
Membership Overview
Testimonials
Membership Benefit Updates
Create An Account <see page 1>
Incentives
Sales Office
Merchant Services
Contact Us for a Brochure
Investor Predictions
Fact Sheet
Annual Reports
Read Time Stock Quotes
Links to SSC Filings
Investor Press References
Careers
E-Mail Resume
Contact Numbers
Legend
Dynamic Content
Static Content
Page Content

FIG. 3a-1


Idine Home Page
("My Idine" if personalized)
Search for a Restaurant <see page 3>
Make a Reservation <see page 1>
Login
Search Tips
View New Merchants
View New Merchants(List)
Restaurant Page
• Make Reservation (see page 1>
• View Restaurant Promotional Incentives
• View maps & directions
• Submit/View Pictures and Ratings
• E-Mail to a friend

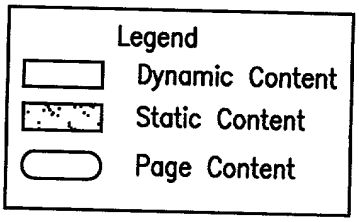

Legend
Dynamic Content
Static Content
Page Content

FIG. 3a-2

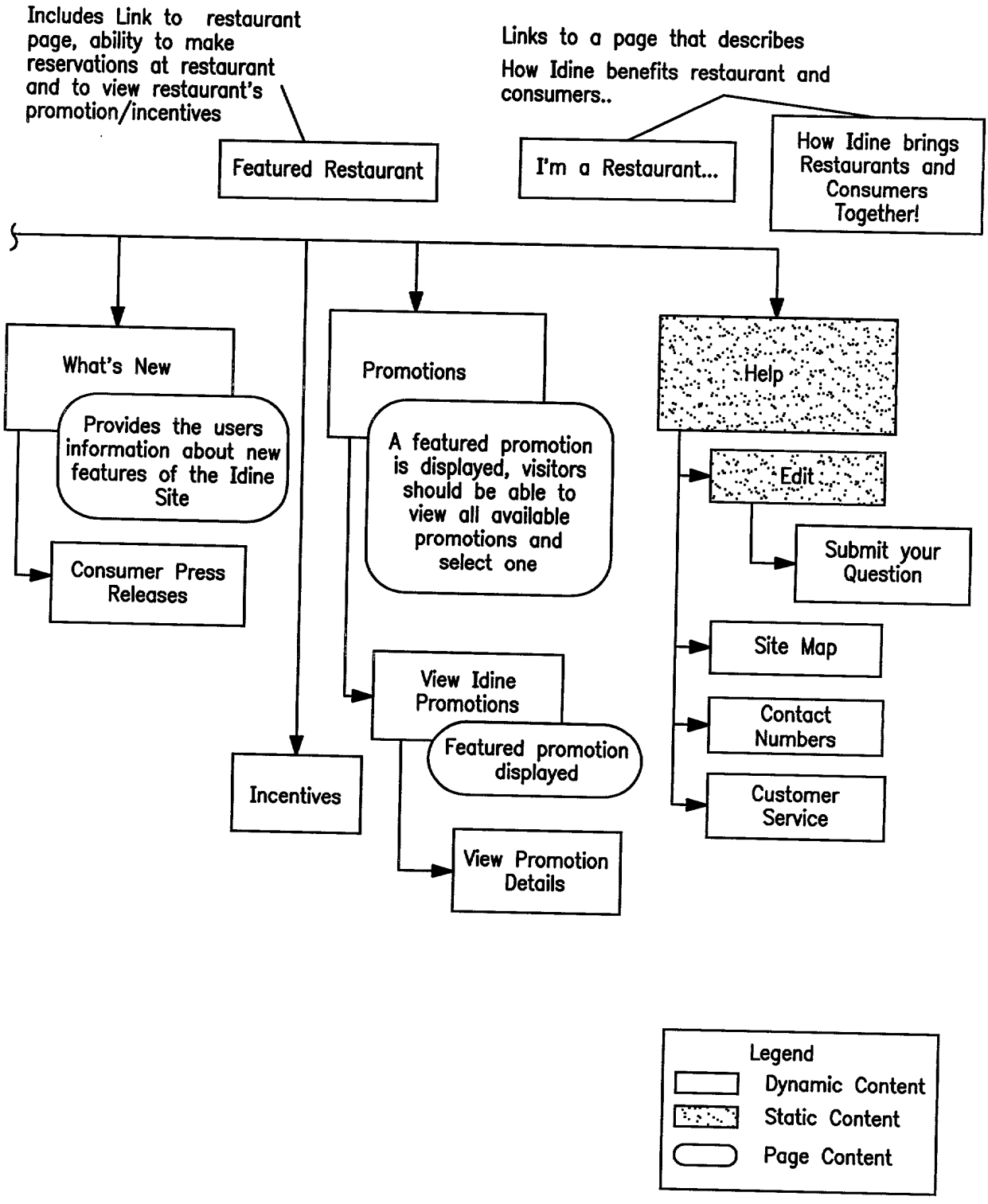
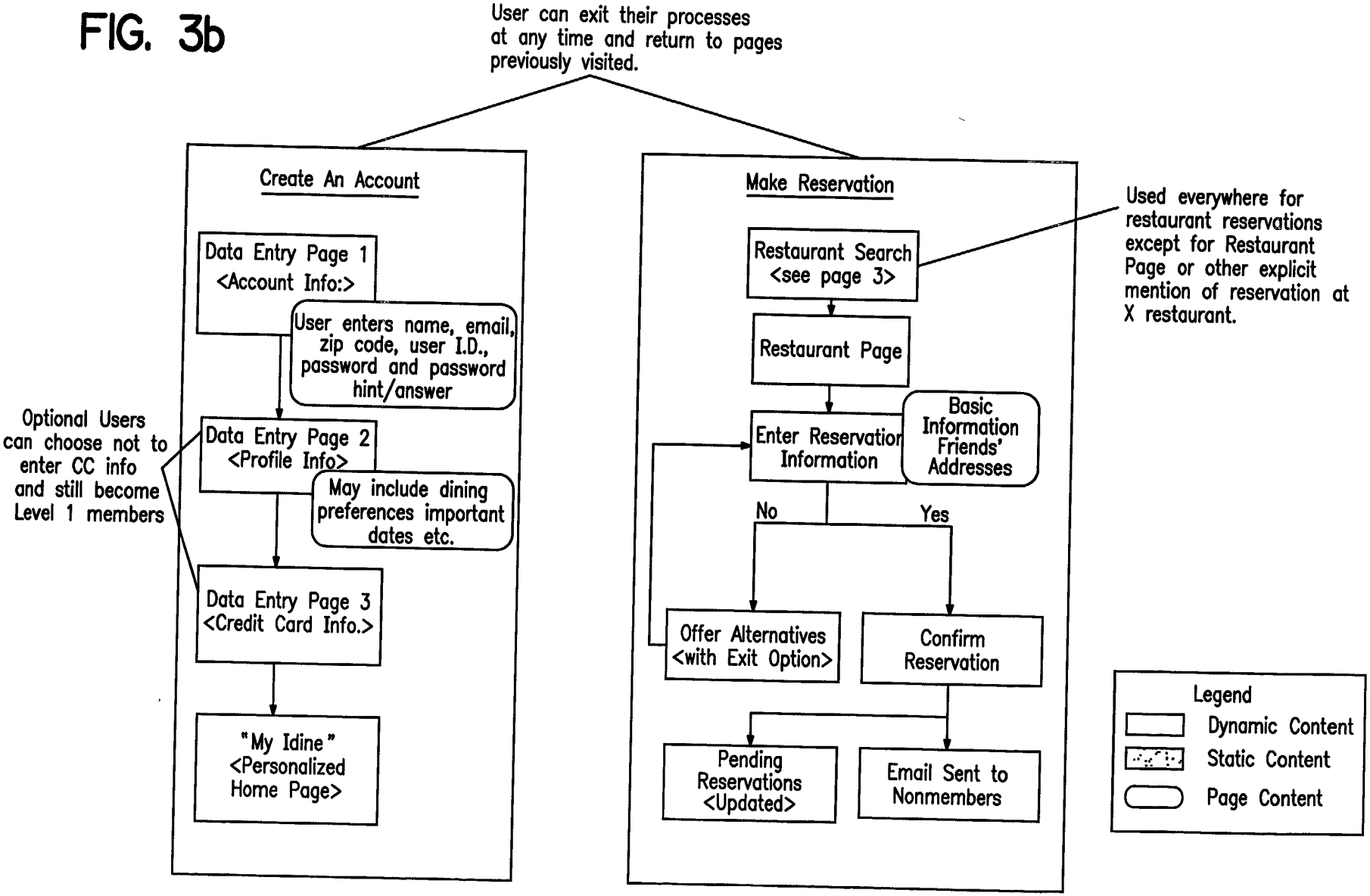

Includes Link to restaurant page, ability to make reservations at restaurant and to view restaurant's promotion/incentives
Featured Restaurant
Links to a page that describes How Idine benefits restaurant and consumers..
I'm a Restaurant...
How Idine brings Restaurants and Consumers Together!
What's New
Provides the users information about new features of the Idine Site
Consumer Press Releases
Promotions
A featured promotion is displayed, visitors should be able to view all available promotions and select one
View Idine Promotions
Featured promotion displayed
View Promotion Details
Incentives
Help
Edit
Submit your Question
Site Map
Contact Numbers
Customer Service
Legend
Dynamic Content
Static Content
Page Content

FIG. 3a-3

FIG. 3b


User can exit their processes at any time and return to pages previously visited.
Create An Account
Data Entry Page 1 <Account Info:>
User enters name, email, zip code, user I.D., password and password hint/answer
Optional Users can choose not to enter CC info and still become Level 1 members
Data Entry Page 2 <Profile Info>
May include dining preferences important dates etc.
Data Entry Page 3 <Credit Card Info.>
"My Idine" <Personalized Home Page>
Make Reservation
Restaurant Search <see page 3>
Used everywhere for restaurant reservations except for Restaurant Page or other explicit mention of reservation at X restaurant.
Restaurant Page
Enter Reservation Information
Basic Information Friends' Addresses
No
Yes
Offer Alternatives <with Exit Option>
Confirm Reservation
Pending Reservations <Updated>
Email Sent to Nonmembers
Legend
Dynamic Content
Static Content
Page Content

Page I–Dine Restaurant search

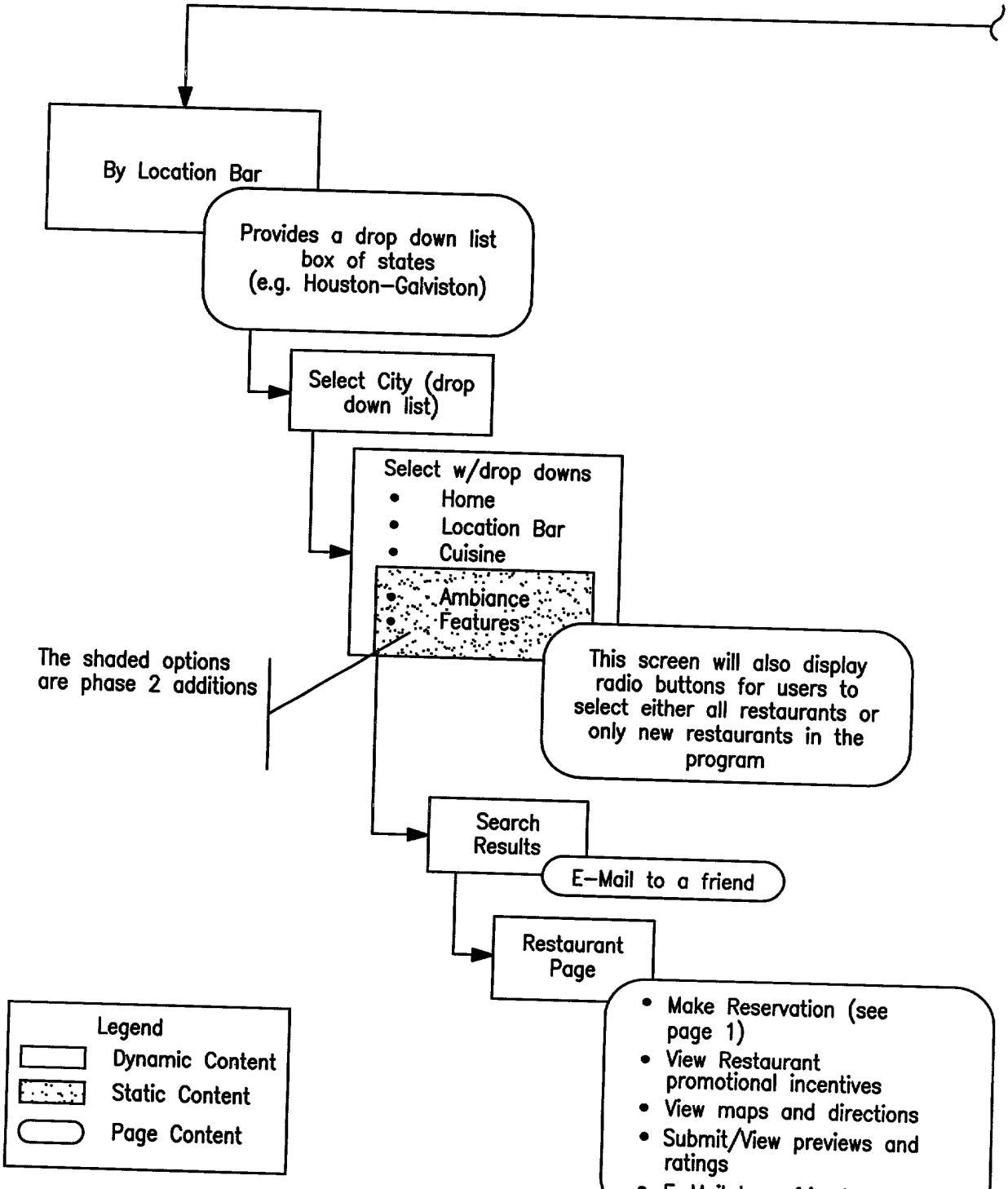


FIG. 3c-1

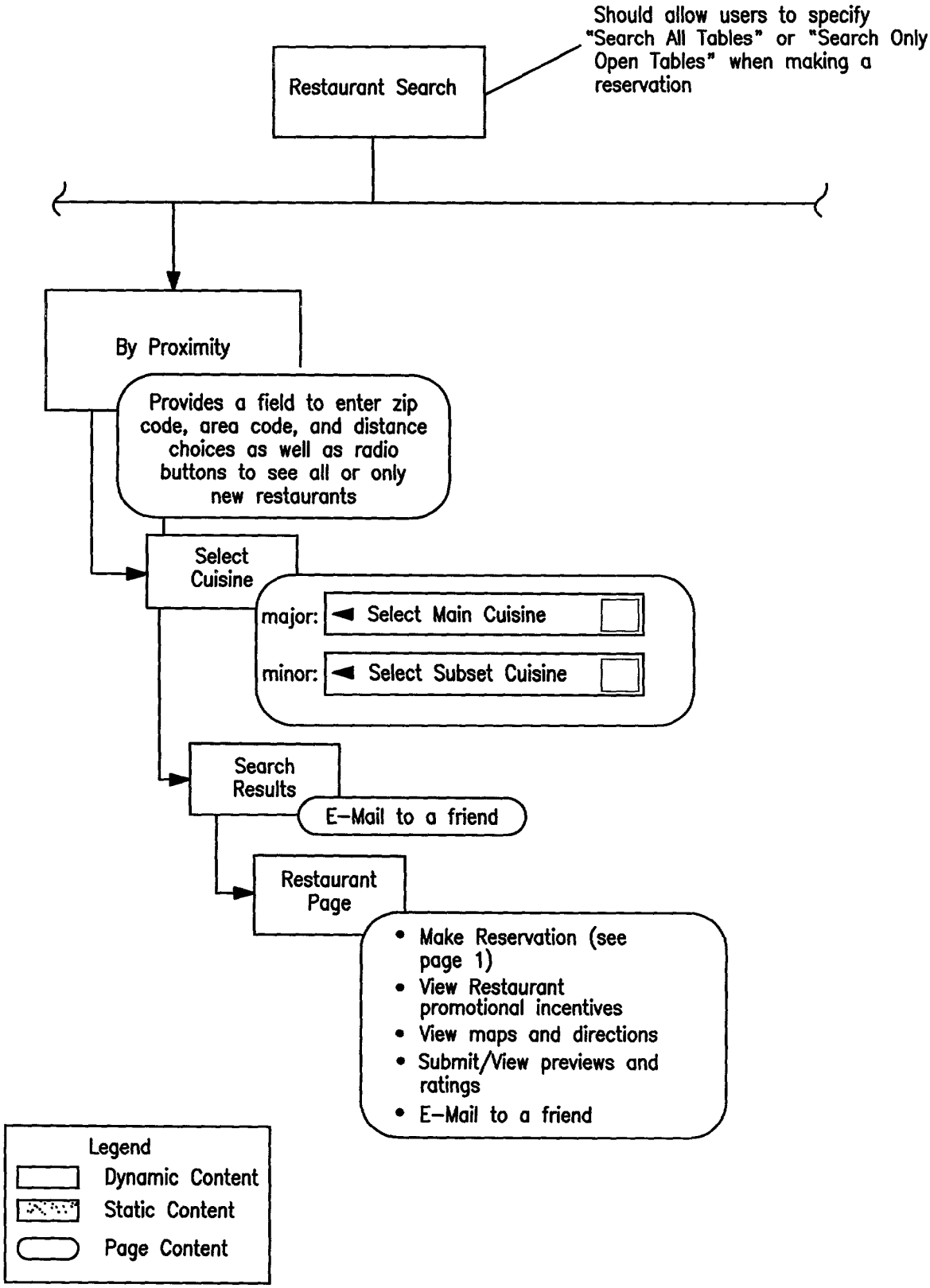

Should allow users to specify "Search All Tables" or "Search Only Open Tables" when making a reservation
Restaurant Search
By Proximity
Provides a field to enter zip code, area code, and distance choices as well as radio buttons to see all or only new restaurants
Select Cuisine
major:
Select Main Cuisine
minor:
Select Subset Cuisine
Search Results
E-Mail to a friend
Restaurant Page
Make Reservation (see page 1)
View Restaurant promotional incentives
View maps and directions
Submit/View previews and ratings
E-Mail to a friend
Legend
Dynamic Content
Static Content
Page Content

FIG. 3c-2

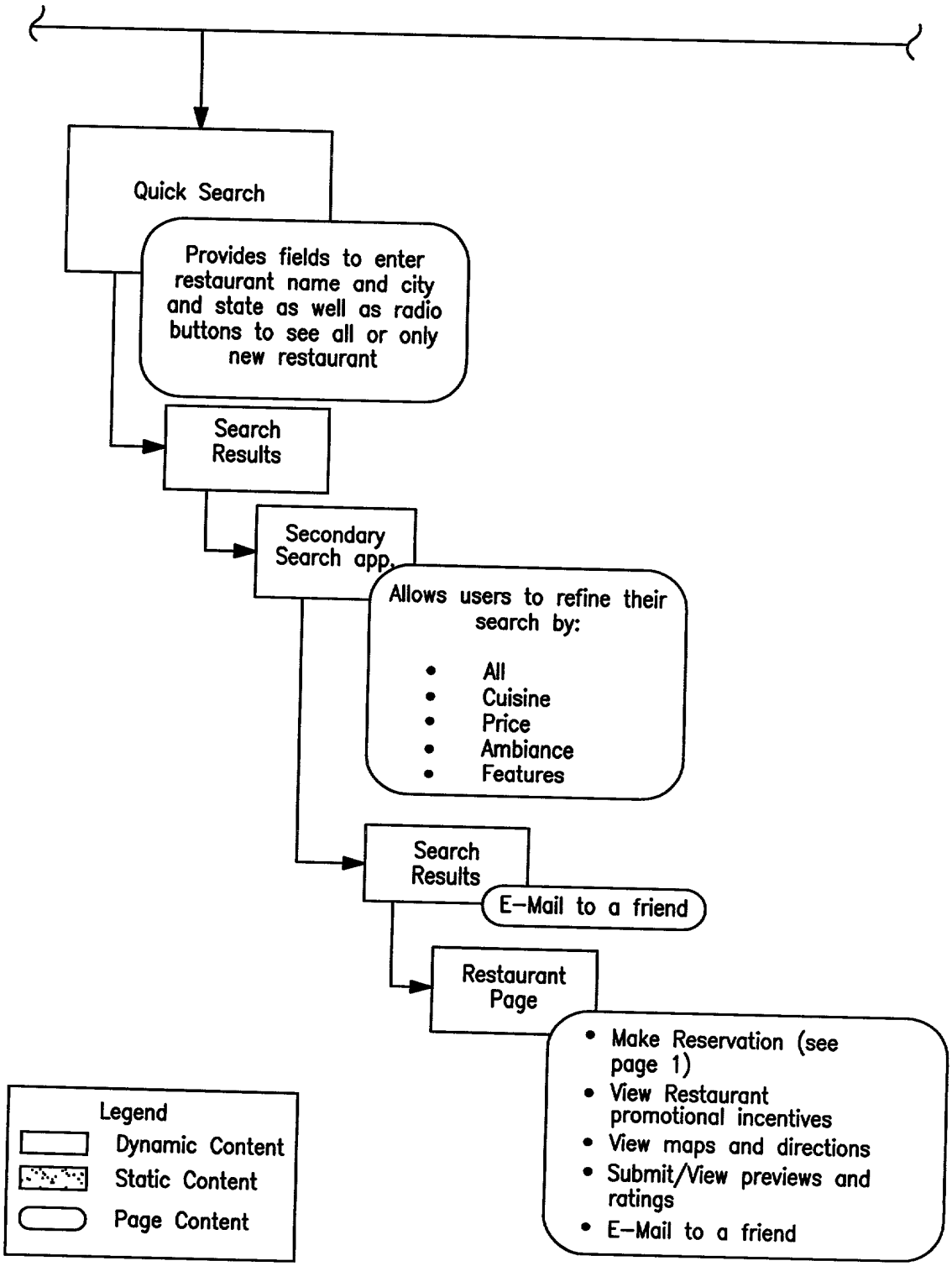

Quick Search
Provides fields to enter restaurant name and city and state as well as radio buttons to see all or only new restaurant
Search Results
Secondary Search app.
Allows users to refine their search by:
All
Cuisine
Price
Ambiance
Features
Search Results
E-Mail to a friend
Restaurant Page
Make Reservation (see page 1)
View Restaurant promotional incentives
View maps and directions
Submit/View previews and ratings
E-Mail to a friend
Legend
Dynamic Content
Static Content
Page Content

FIG. 3c-3

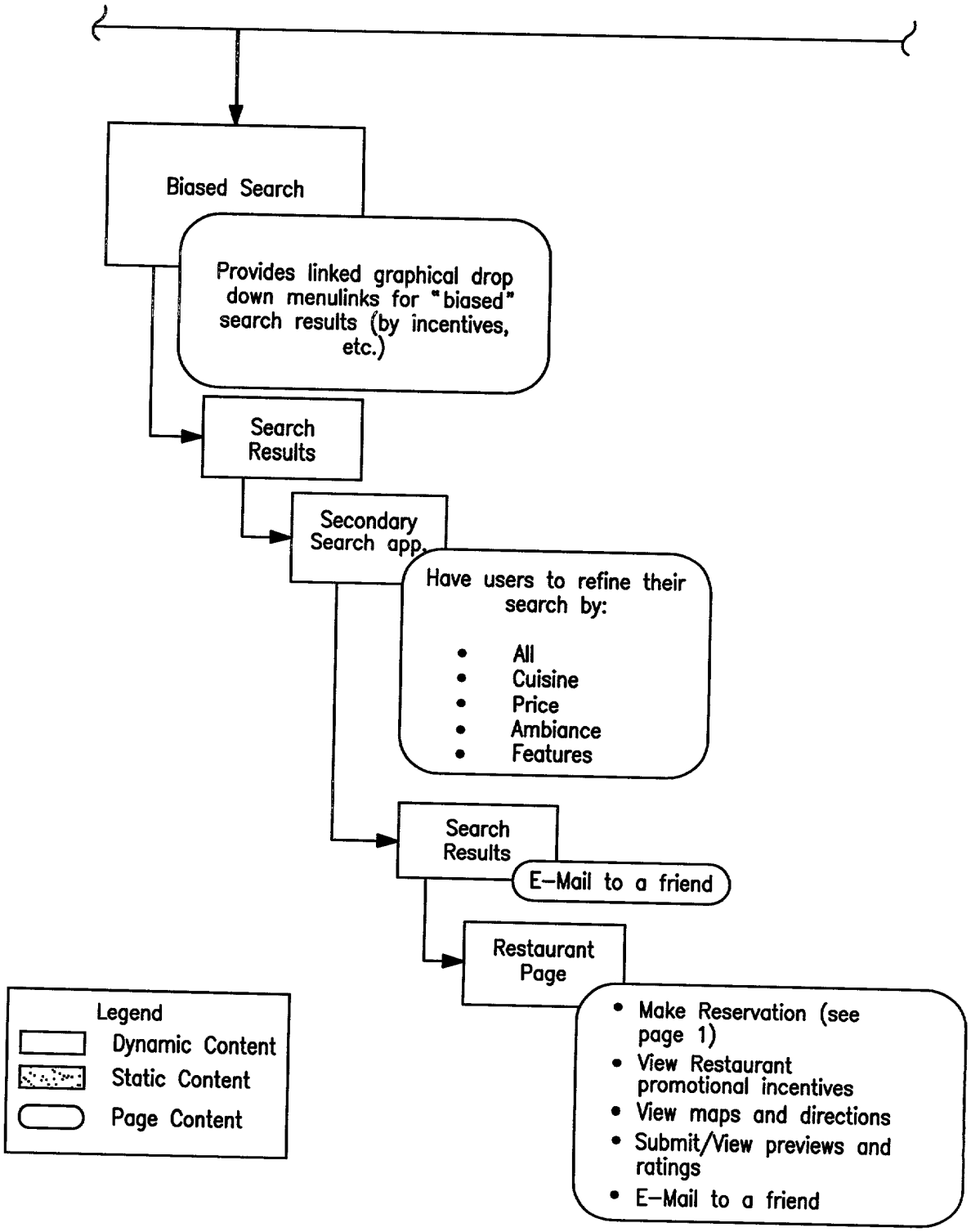

Biased Search
Provides linked graphical drop down menulinks for "biased" search results (by incentives, etc.)
Search Results
Secondary Search app.
Have users to refine their search by:
All
Cuisine
Price
Ambiance
Features
Search Results
E-Mail to a friend
Restaurant Page
Make Reservation (see page 1)
View Restaurant promotional incentives
View maps and directions
Submit/View previews and ratings
E-Mail to a friend
Legend
Dynamic Content
Static Content
Page Content

FIG. 3c-4

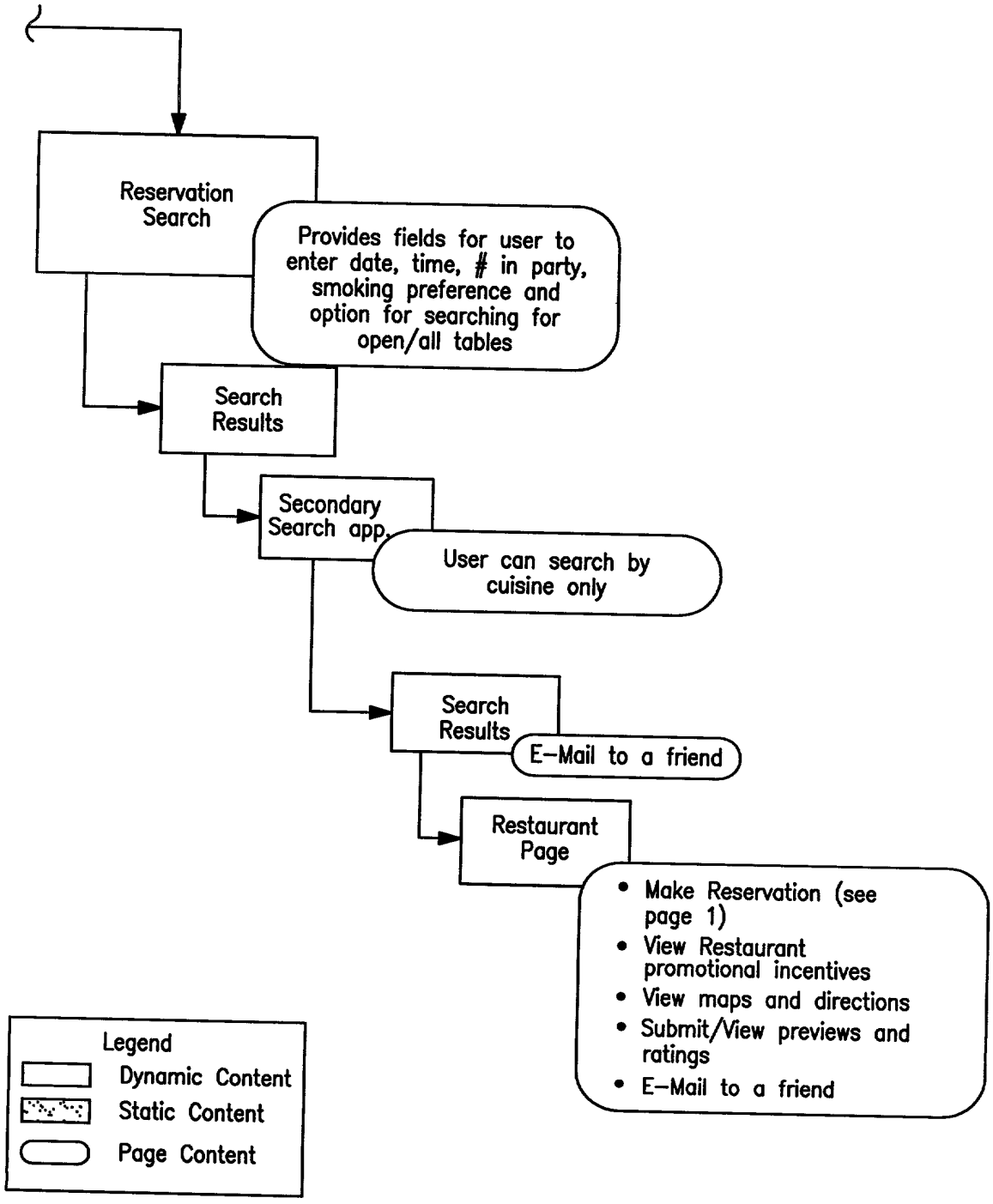

Reservation Search
Provides fields for user to enter date, time, # in party, smoking preference and option for searching for open/all tables
Search Results
Secondary Search app.
User can search by cuisine only
Search Results
E-Mail to a friend
Restaurant Page
• Make Reservation (see page 1)
• View Restaurant promotional incentives
• View maps and directions
• Submit/View previews and ratings
• E-Mail to a friend
Legend
Dynamic Content
Static Content
Page Content

FIG. 3c-5

Page 4: I–Dine Personal Page (consumer)

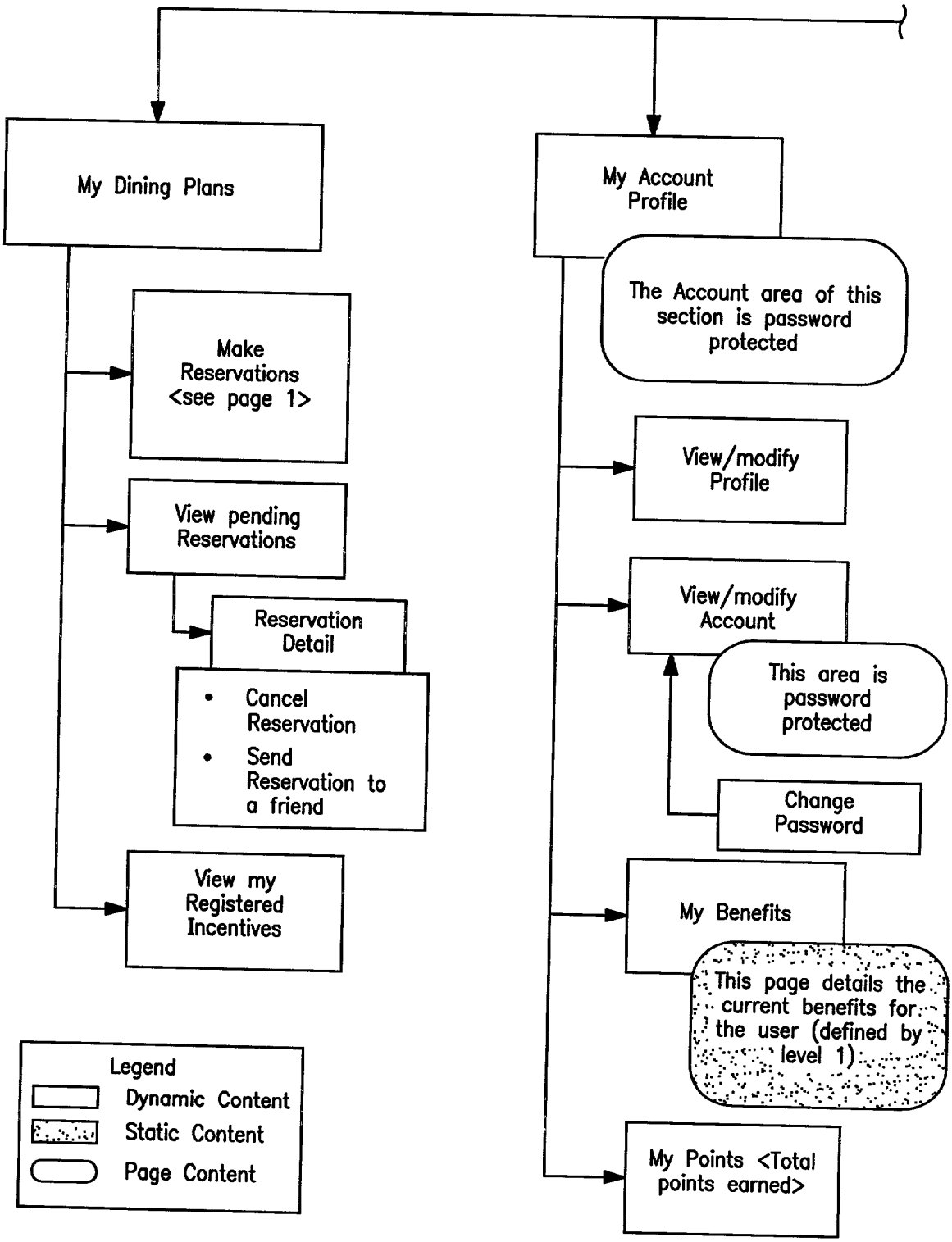


FIG. 3d-I

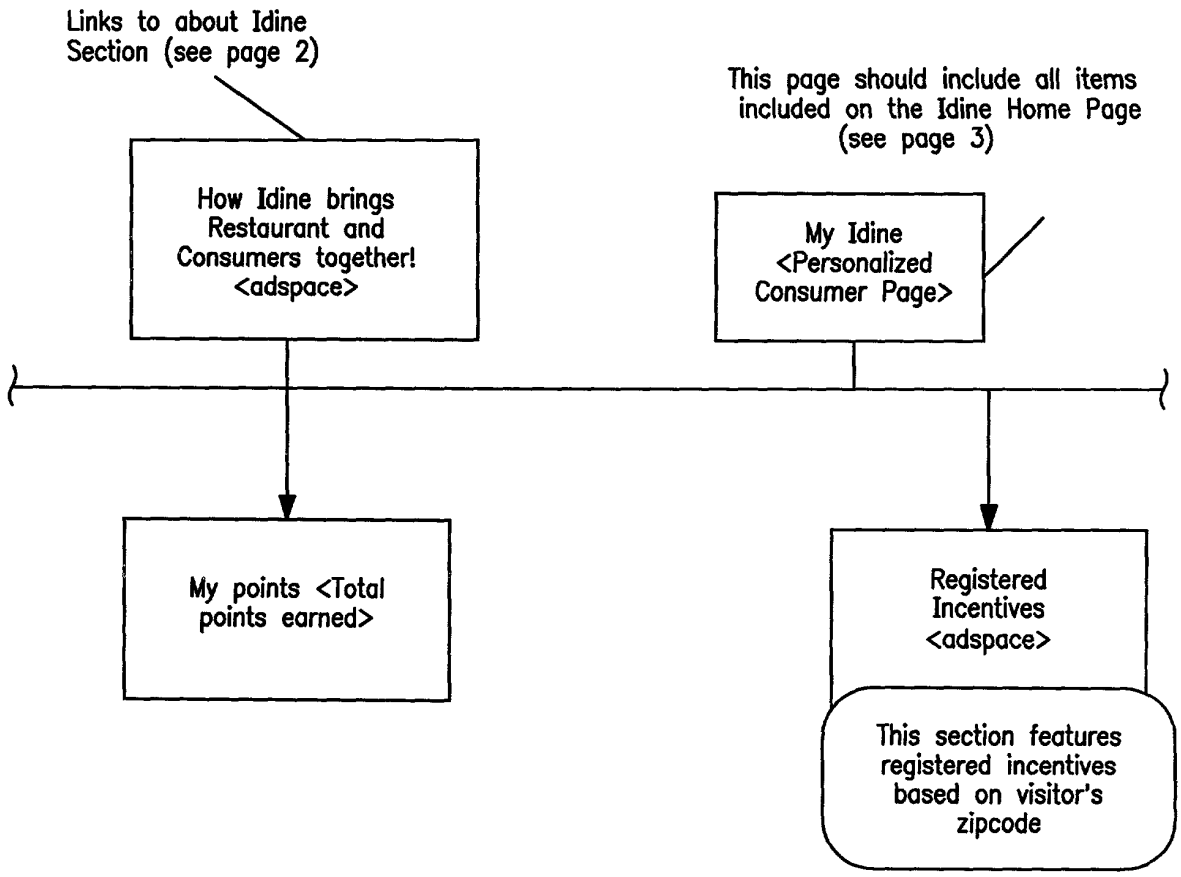

Links to about Idine Section (see page 2)
This page should include all items included on the Idine Home Page (see page 3)
How Idine brings Restaurant and Consumers together! <adspace>
My Idine <Personalized Consumer Page>
My points <Total points earned>
Registered Incentives <adspace>
This section features registered incentives based on visitor's zipcode

FIG. 3d-2

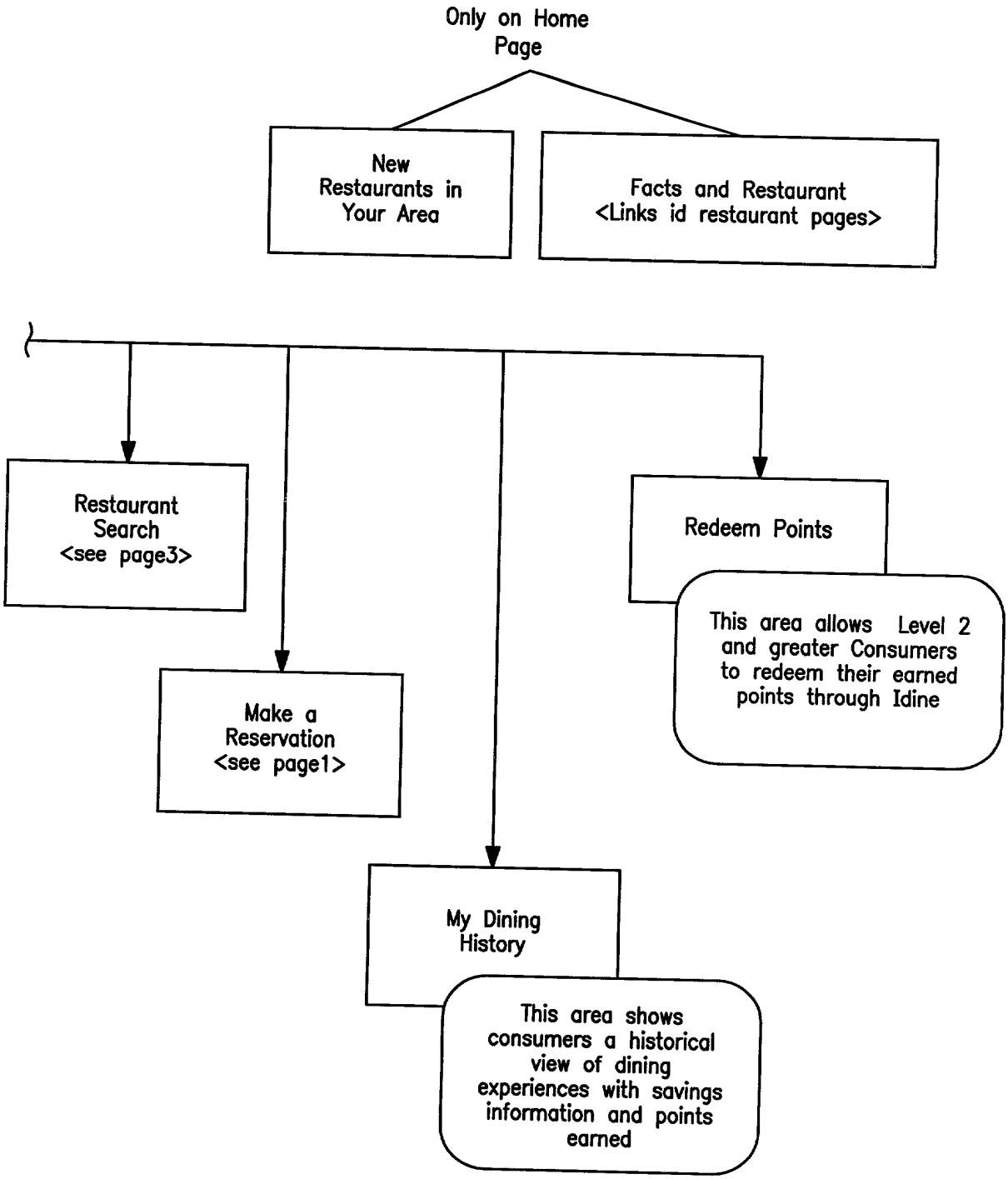

Only on Home Page
New Restaurants in Your Area
Facts and Restaurant <Links id restaurant pages>
Restaurant Search <see page3>
Make a Reservation <see page1>
Redeem Points
This area allows Level 2 and greater Consumers to redeem their earned points through Idine
My Dining History
This area shows consumers a historical view of dining experiences with savings information and points earned

FIG. 3d-3

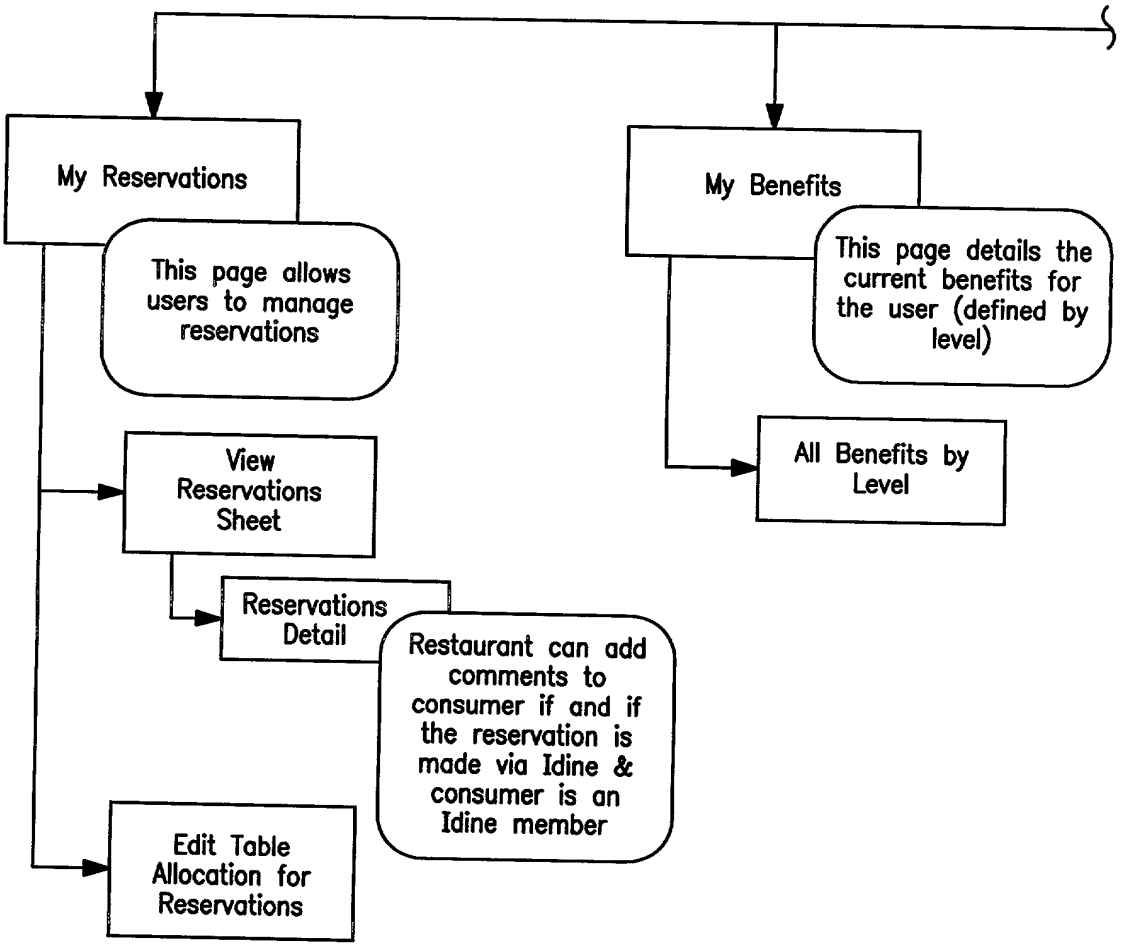
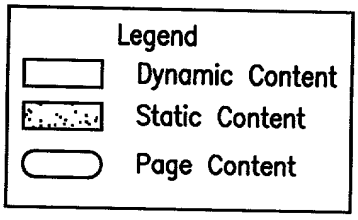

My Reservations
This page allows users to manage reservations
View Reservations Sheet
Reservations Detail
Restaurant can add comments to consumer if and if the reservation is made via Idine & consumer is an Idine member
Edit Table Allocation for Reservations
My Benefits
This page details the current benefits for the user (defined by level)
All Benefits by Level

FIG. 3e-1


Legend
Dynamic Content
Static Content
Page Content

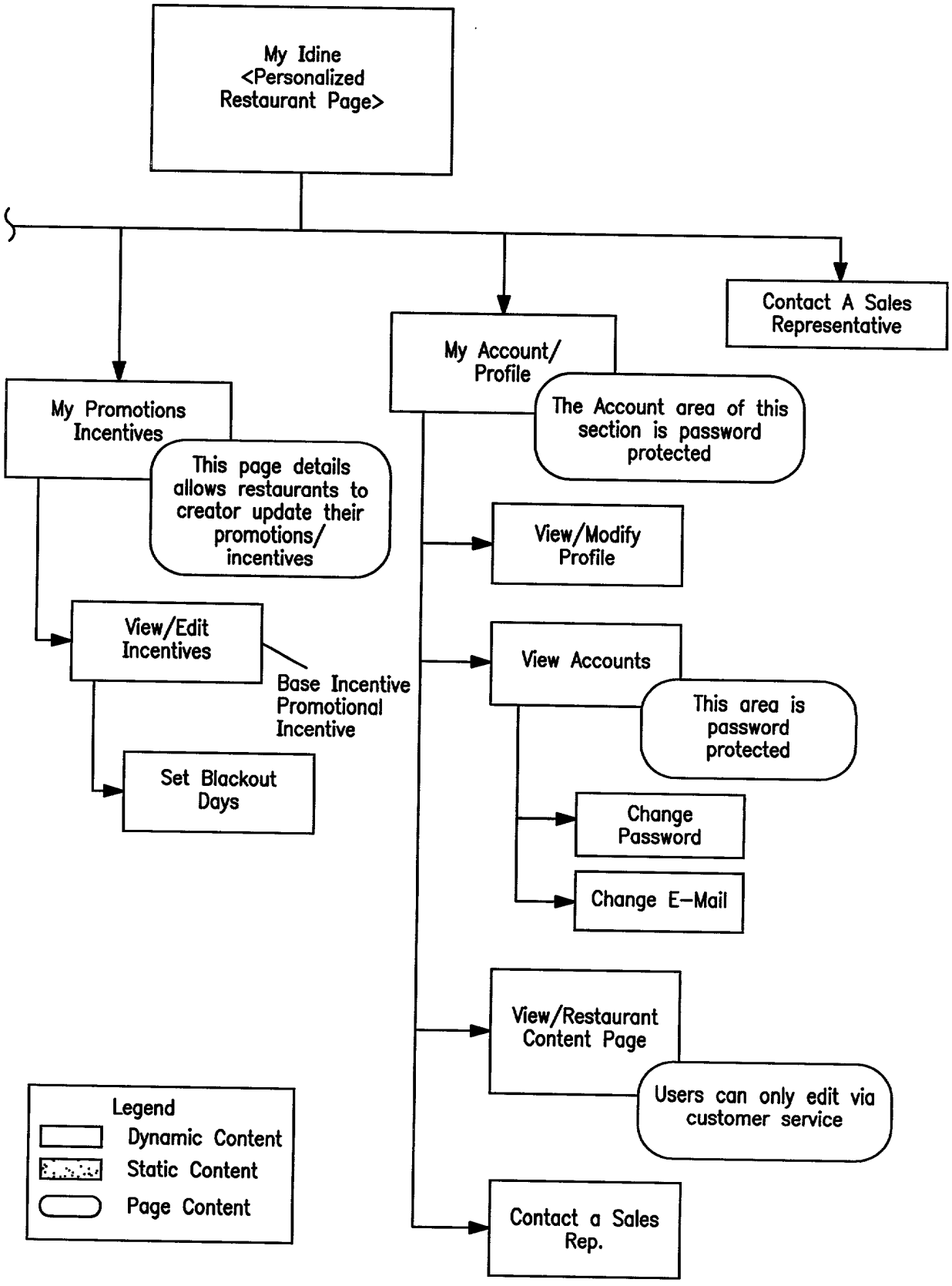

My Idine
<Personalized
Restaurant Page>
Contact A Sales
Representative
My Account/
Profile
The Account area of this
section is password
protected
My Promotions
Incentives
This page details
allows restaurants to
creator update their
promotions/
incentives
View/Modify
Profile
View/Edit
Incentives
Base Incentive
Promotional
Incentive
View Accounts
This area is
password
protected
Set Blackout
Days
Change
Password
Change E-Mail
View/Restaurant
Content Page
Users can only edit via
customer service
Legend
Dynamic Content
Static Content
Page Content
Contact a Sales
Rep.

FIG. 3e-2

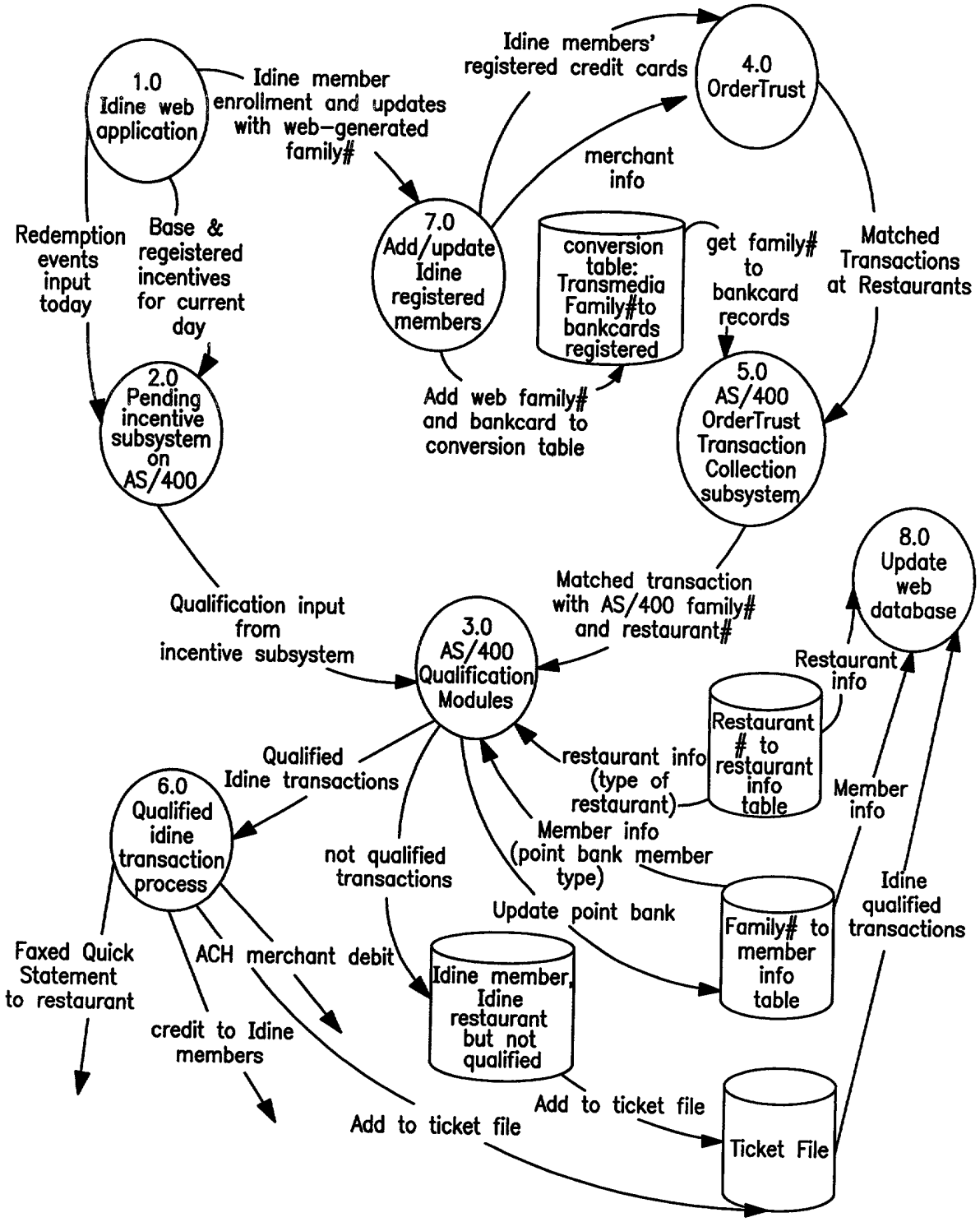

1.0
Idine web application
Idine member enrollment and updates with web-generated family#
Idine members' registered credit cards
4.0
OrderTrust
merchant info
Redemption events input today
Base & regeistered incentives for current day
7.0
Add/update Idine registered members
conversion table: Transmedia Family#to bankcards registered
get family# to bankcard records
Matched Transactions at Restaurants
2.0
Pending incentive subsystem on AS/400
Add web family# and bankcard to conversion table
5.0
AS/400 OrderTrust Transaction Collection subsystem
8.0
Update web database
Matched transaction with AS/400 family# and restaurant#
Qualification input from incentive subsystem
3.0
AS/400 Qualification Modules
Restaurant info
Restaurant # to restaurant info table
Qualified Idine transactions
restaurant info (type of restaurant)
Member info
6.0
Qualified idine transaction process
not qualified transactions
Member info (point bank member type)
Idine qualified transactions
Update point bank
Family# to member info table
Faxed Quick Statement to restaurant
ACH merchant debit
Idine member, Idine restaurant but not qualified
credit to Idine members
Add to ticket file
Add to ticket file
Ticket File

FIG. 4a

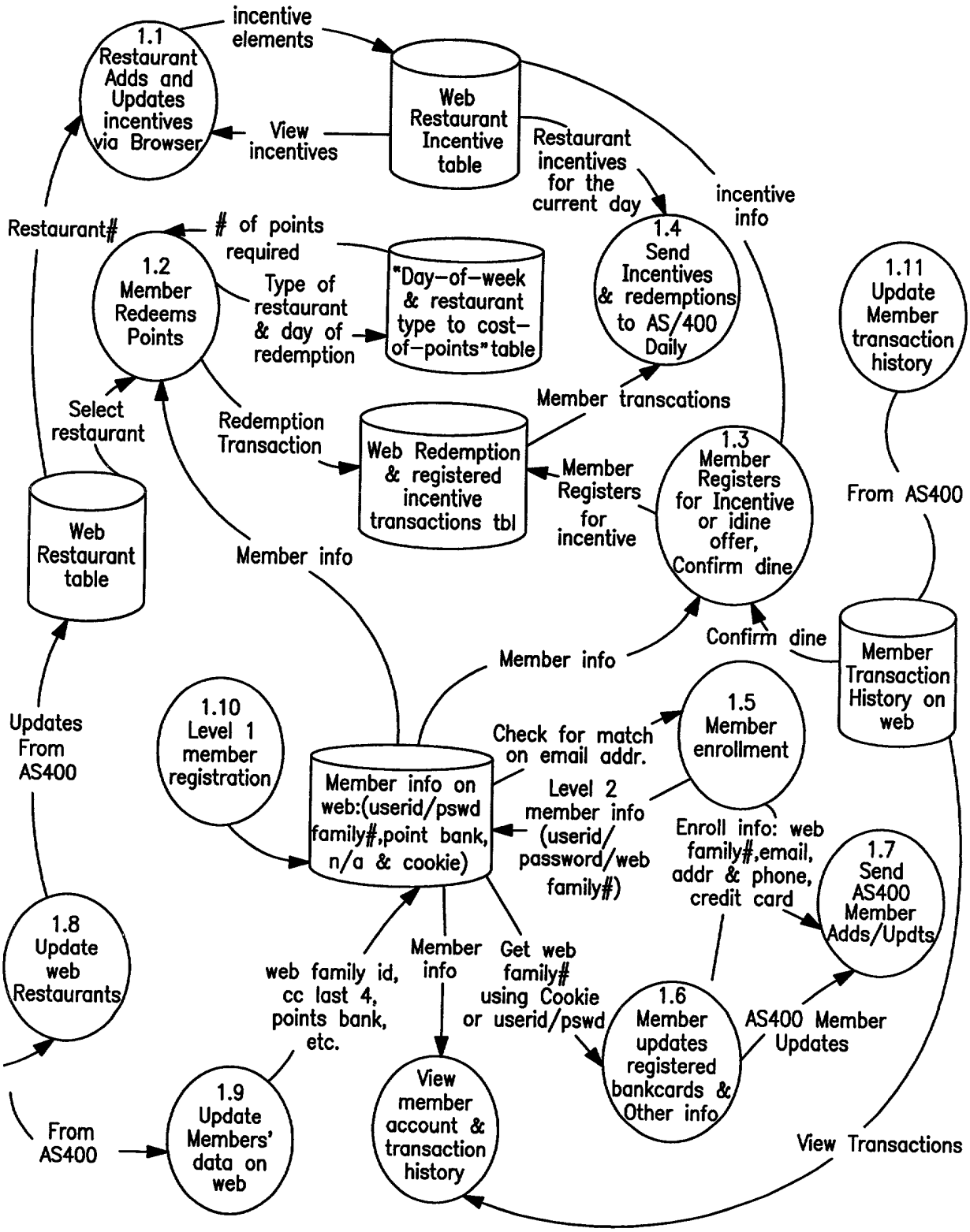

1.1 Restaurant Adds and Updates incentives via Browser
incentive elements
View incentives
Web Restaurant Incentive table
Restaurant incentives for the current day
incentive info
Restaurant#
# of points required
1.2 Member Redeems Points
Type of restaurant & day of redemption
"Day-of-week & restaurant type to cost-of-points" table
1.4 Send Incentives & redemptions to AS/400 Daily
1.11 Update Member transaction history
Member transcations
Select restaurant
Redemption Transaction
Web Redemption & registered incentive transactions tbl
Member Registers for incentive
1.3 Member Registers for Incentive or idine offer, Confirm dine
From AS400
Web Restaurant table
Member info
Confirm dine
Member Transaction History on web
Member info
1.10 Level 1 member registration
Check for match on email addr.
1.5 Member enrollment
Updates From AS400
Member info on web:(userid/pswd family#,point bank, n/a & cookie)
Level 2 member info (userid/ password/web family#)
Enroll info: web family#,email, addr & phone, credit card
1.7 Send AS400 Member Adds/Updts
1.8 Update web Restaurants
web family id, cc last 4, points bank, etc.
Member info
Get web family# using Cookie or userid/pswd
1.6 Member updates registered bankcards & Other info
AS400 Member Updates
From AS400
1.9 Update Members' data on web
View member account & transaction history
View Transactions

FIG. 4b

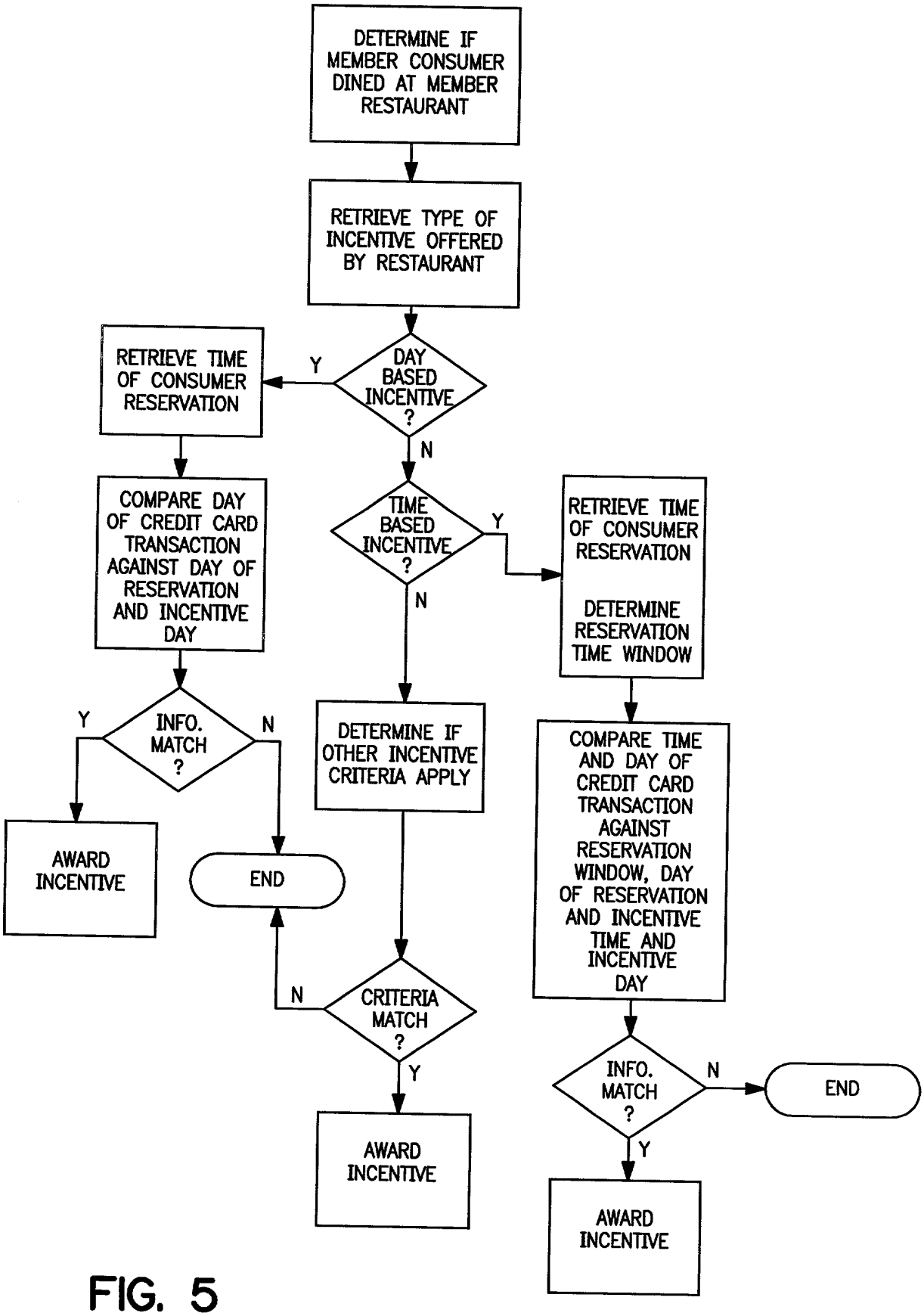

DETERMINE IF MEMBER CONSUMER DINED AT MEMBER RESTAURANT
RETRIEVE TYPE OF INCENTIVE OFFERED BY RESTAURANT
DAY BASED INCENTIVE ?
Y
RETRIEVE TIME OF CONSUMER RESERVATION
COMPARE DAY OF CREDIT CARD TRANSACTION AGAINST DAY OF RESERVATION AND INCENTIVE DAY
INFO. MATCH ?
Y
N
AWARD INCENTIVE
END
N
TIME BASED INCENTIVE ?
Y
RETRIEVE TIME OF CONSUMER RESERVATION
DETERMINE RESERVATION TIME WINDOW
N
DETERMINE IF OTHER INCENTIVE CRITERIA APPLY
CRITERIA MATCH ?
N
Y
AWARD INCENTIVE
COMPARE TIME AND DAY OF CREDIT CARD TRANSACTION AGAINST RESERVATION WINDOW, DAY OF RESERVATION AND INCENTIVE TIME AND INCENTIVE DAY
INFO. MATCH ?
N
END
Y
AWARD INCENTIVE

FIG. 5